



NIGERIAN LIBRARY ASSOCIATION KADUNA STATE CHAPTER

KASU 2019

C/O DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE,
FACULTY OF EDUCATION, AHMADU BELLO UNIVERSITY, ZARIA

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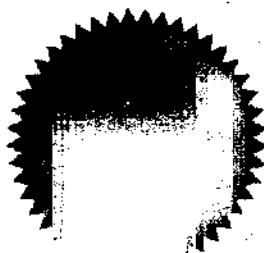
Dr. Aliyu Ahmad

*has presented a paper titled Impact of Sanusi Lamido Sanusi's public
utterances on Nigeria financial Sector.*

*During Nigerian Library Association, Kaduna State Chapter Conference/AGM At
Kaduna State University.*

On the 26th-27th June, 2019

Chairman
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Impact of sanusi lamido sanusi's Public Utterances on Nigerian Financial Sector.

By

Aliyu Ahmad,
aliyuahmadl434@gmail.com
Zakari Muhammed,
Ahmadu Bello university, Zaria
Suleiman Habiba
Ahmadu Bello university, Zaria

Abstract

This article was undertaken to investigate some "public utterances of Sanusi Lamido on the Nigeria Financial sector". The objectives were to identify the areas of his statement. The media and the extent of impact which were answered the research questions, it was also assumed that people react to any utterance as long as it is from the public figure. The research was undertaken from the quantitative paradigm under the content analysis procedures, three newspapers were the only population in the research, coding of the themes were done successfully as the basis of the instrument for data collection and analysis. Discussion of the analysis were summaries in three of his utterance as stated in the research. Finally, the aftermath of his utterances is still reoccurring as staff in Nigeria Universities were not paid their salaries due to non remittance of monies to CBN by NNPC

KEY WORDS: *Impact, Public Utterances and Financial sector.*

INTRODUCTION

Nigeria is a country with diverse cultures and languages spoken by its people. This diversity influences the manner in which a person makes his public utterance especially on political and socio-economic issues. Such public utterances are mostly made in the local languages or in the official language and sometimes translated into another language.

Generally, public utterance can be conceived as the “positive or negative statements, comments, observations and contributions made by individuals, groups, institutions, organizations, systems and communities especially through speeches and in print and electronic media to support, accept and associate or to disassociate and reject controversial or noncontroversial issues and matter at hand” (Mohammed 2015). Public utterances can be positive to motivate people to be law abiders. They could also be negative to stir crisis, violence, destructions of lives and properties and finally cause instability in any given society, community or country. By and large, public utterances tend to cause public reactions and counter-reaction especially on controversial issues and matters expressed by individuals, groups, communities, institutions, organizations. Public reactions could be inform of public acceptance, rejection or frustration expressed through variety of media and environment found most convenient and appropriate.

Traditionally, information is disseminated through community and ward heads, courtiers, scribes, town criers, and also through using such instruments as; flute, drum; whistle; horn; bell; knockout; smoke; burning arrow and spear; gagi; facial marks and body tattoos, and a host of other traditional communication and media instruments. However, with the introduction of modern technology, information is directly and indirectly disseminated through the use of print media such as; newspapers; magazines, posters, journal publications, books, bill-boards and

directly through radio and television ; telephone systems; computer networks; and satellite systems. It can also be through songs, films, drama, and cable network communication systems, etc. The advent of digital technologies especially the ICTs and particularly the Internet has made, information to be easily disseminated to individuals and to the general public through web technologies, more importantly, the social networking tools and services (Mohammed,2015)

However, the extent to which information is optimally accessed and utilized and its effective impact on the target audience is contingent upon the language of communication; the relevance of the content and context of the information; and the message of the information being disseminated.

The foregoing suggests that the extent to which information is disseminated and optimally accessed and utilized to effectively impact on the target audience is dependent upon: the choice of the medium or the technology that is used to disseminate such information (Mohammed, 2015). Examples of Public Utterance that were positively stated to urge for unity, prosperity and success in Nigeria were that made by former President Dr Goodluck Jonathan in which he warned and urged the Nigerian political class to encourage their supporters and followers across the country to focus on saving the nation's democracy. He stated that : “We must reinforce and recommit our various supporters across the nation to the Nigeria project irrespective of party affiliation ,ideological differences and alliances”. He added that; history will not judge us kindly if the country fails as a result of our actions and inactions. Let us bear in mind that no advantage or benefit can be gained by any political party over the other if our democracy fails, and we have no choice but to work together and the time is now” (Daily Trust June,2015). As President Jonathan was reviewing the nation's political outlook, he noted with dismay the comments and conducts of some leading Nigerian politicians. He stated that they

were heightening tensions among the various political parties. The conduct and public utterances of some leading politicians in Nigeria and abroad are rapidly creating and spreading unnecessary tension in the country. He further noted that their unguarded public utterances fan the embers of discord, bitterness, and rancor in the country that such unfortunate development play into the hands of extremist elements waging a vicious campaign of terror against the state (Daily Trust June,2015).

Research Questions

The following Research Questions (RQ) were raised to guide the study.

1. Which aspect of the Nigeria Financial sector does Sanusi Lamido Sanusi's public utterance focused on?
2. Which Media mostly publicized Sanusi Lamido Sanusi's public utterance on Nigeria Financial Sector?
3. To what extent do the Public utterances of Sanusi Lamido Sanusi impact on the Nigerian Financial Sector?

Objectives of the Study

The general objectives of this study is to quantitatively analyse Sanusi Lamido Sanusi's public utterance on Nigeria Financial Sector. Specifically, the objectives of the research were:

1. To determine the financial sector which Sanusi Lamido Sanusi's public utterance mostly focused on.
2. To determine the media that mostly publicized Sanusi Lamido Sanusi's public utterance.
3. To determine the extent to which Sanusi Lamido Sanusi's public utterance impacted on the Financial Sector.

Assumptions

It is assumed that if Sanusi Lamido Sanusi had not made some of his revelations through public utterances on the status of the Financial Sector of Nigeria, the Nigerian public would not have understood the extent of damage on Nigeria's economy. As such his public utterance brought about awareness on Nigerians and the world at large on the declining status of the Nigerian financial sector.

Research Design

This study adopted quantitative research design which emphasize objective measurements and the use of statistical, mathematical, or numerical analysis of data collected through polls, questionnaire and survey or by manipulating pre-existing statistical data using computational techniques. It focuses on gathering numerical data and generating it across group of people or to explain a particular phenomenon. "The research results are based on larger sample sizes that are representative of the population, it is sometimes replicated ,repeated giving it a higher reliability. All aspect of Data are designed and arranged in tables, Figures numeric, Statistic Charts or other textual Forms ".Babbie,z. 2010) . Furthermore, it falls in the interface of observation and document analysis. It is seen as "a method of observation in the sense that instead of asking people to respond to questions, it takes the communications that people have produced and asks questions of communications (Karlinger,A, 1973). It is also considered as unobtrusive or non-reactive method of social research.

Population of the Study

Nigerian daily newspapers being published across the nation are the considered population of this study. They are considered appropriately because they publish a variety of news, current affairs, contemporary theatre to piece issues and documentaries as the case might be. Out of

many national newspapers, such as *the Punch*, *Daily Trust*, *New Nigerian*, *Daily Independence*, *This Day*, *Nigerian Tribune*, *Leadership*, *Daily Sun*, *Vanguard*, etc being published daily, three of them were selected for content analysis. Due to the tedious nature of analyzing the contents of newspapers, a purposive choice of three dailies was made. Thus, they are considered as the sample size. These dailies are Leadership (LD), The Nation(TN) and Daily Trust(DT).

Sampling Size and Sampling Techniques

The choice of the three daily newspapers was purposive and consideration for popularity of readership. For instance, the Daily Trust is being published in conjunction with the Weekly Trust Newspapers and together they are the widest circulating Newspaper in Northern States of Nigeria. It is being distributed locally and internationally. Its English Language version titled Daily Trust, Weekly Trust and its Hausa Language version is entitled Aminiya newspaper. The newspaper has online editions, accessible through www.dailytrust.com

The rationale behind the selection of the three dailies is that the newspapers in Nigeria are categorized into “Lagos-Ibadan and Abuja-Kaduna axis” representing the Northern and southern part of the country“(Yushua 2010). The three newspapers are purposively selected after rationalizing the papers for validity, continuous existence and national coverage.

Instruments for Data Collection

Coding sheet; The only instrument for data collection is coding sheet which was designed from the newspaper content categories defined in order to elicit data in a tally format which was later analyzed.. Coders coded the data within eight weeks from the date of commencement of data gathering. The coding sheet designed to take care of the four main categories and subcategories. Even though the coding sheet was self designed as a result of the areas Sanusi Lamido Sanusi’s public utterances, Coding sheet was used instead of questionnaire

and interview due to the nature of the methodology adopted for the research, thematic analysis involves using themes and these themes were extracted from these three newspapers.

Discussions of findings: The discussion of findings were based on content analysis in the narratives of Sanusi Lamido Sanusi's Public Utterances. He Once said: There are missing #20,000 000 000 not refunded by NNPC to central bank Account, later He said the Salaries and allowances paid to the Senate and Reps is more than 2/3 of Nigeria's budget. The realities of his statement are now reoccurring in this dispensation as universities could'nt be paid staff salaries due to non remittance of monies by NNPC. Infact, the Minister twitted to Nigerians that june salaries will only be paid between July and August, 2018.

Conclusion

From the study conducted on the Three major newspapers in Nigeria on Sanusi Lamido Sanusi's Public Utterance on Nigeria's Financial sector, there is clear indication that the three newspapers: The Nation, Leadership and Daily Trust gave much and meaningful coverage to public utterance of Sanusi Lamido Sanusi on the financial sector, though this is an area that needs to be given much attention in order to have larger coverage by many newspapers and public figures should give much emphasis on.

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